



sps

smart production solutions
GUANGZHOU

25 – 27 February 2025

China Import and Export Fair Complex
Guangzhou, China



SPS – Smart Production Solutions Guangzhou

**Forging smarter
production,
shaping limitless
possibilities**

www.spsinchina.com



Exploring new trends in smart production under “new quality productive forces”

China's latest approach to industrial development centres on advancing “new quality productive forces”, or gains in productivity arising from technological innovation, which recognises the importance in achieving high-quality growth within the country's manufacturing sector. Exemplifying these new forces, smart manufacturing is a driving factor in the modernisation and enhancement of industrial operations.

SPS – Smart Production Solutions Guangzhou, a sister event of SPS – Smart Production Solutions in Nuremberg, Germany, has served as the Chinese market's leading trade platform for smart manufacturing and industrial automation solutions since 2010. The show's 2025 instalment, to be held from 25 – 27 February 2025, will feature a wide variety of state-of-the-art technologies, all aimed at advancing the industry towards greater digitalisation, interconnectivity and intelligent manufacturing practices. To further expand China's advanced manufacturing capabilities, SPS – Smart Production Solutions Guangzhou 2025 will be held alongside concurrent exhibitions Guangzhou Industrial Technology, dedicated to the advancement of China's intelligent manufacturing industry, and Asiamold Select – Guangzhou, which explores the latest moulding, die-casting and 3D printing technologies.



2025 show key figures* (estimated)



70,000
sqm of exhibition space



900+
exhibitors



70,000+
professional visitors



from **80+**
countries and regions
(1,000+ overseas visitors)



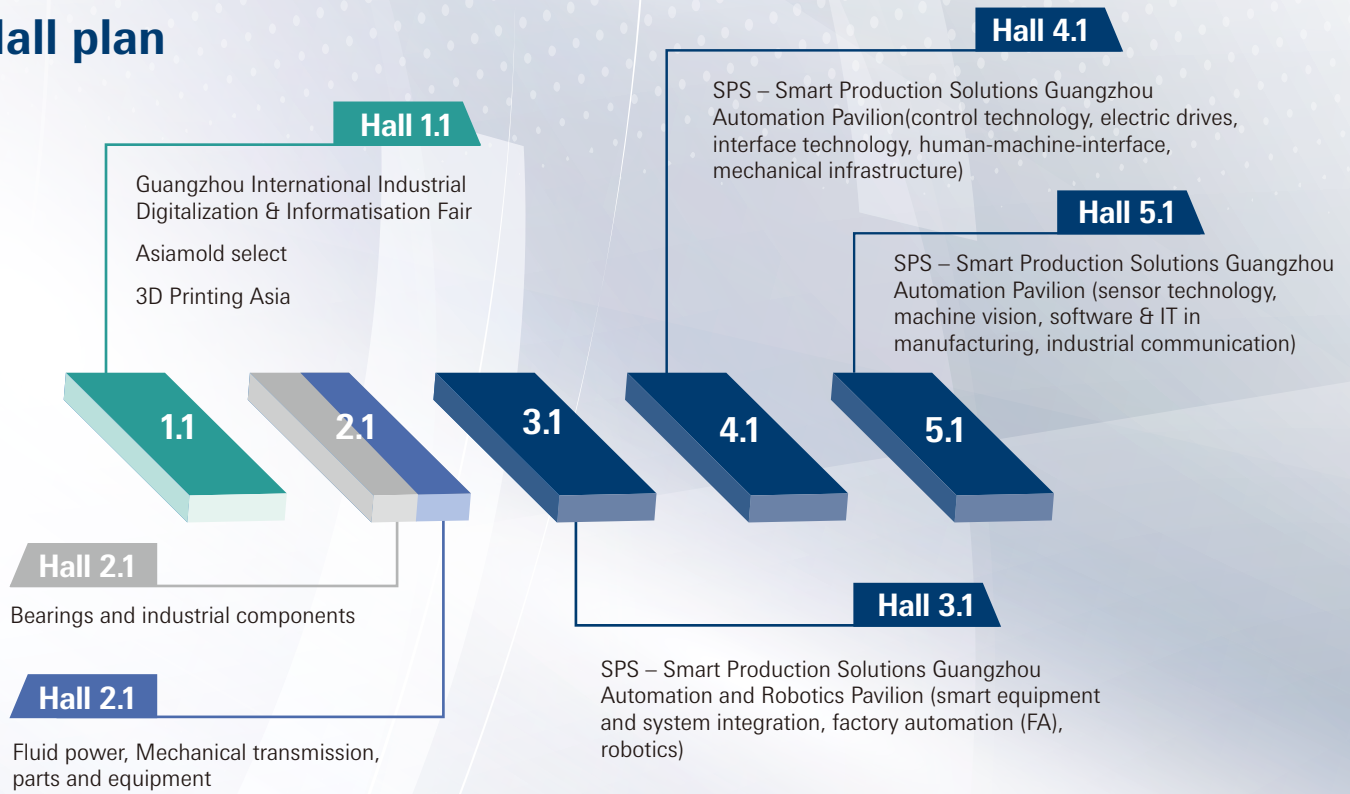
100+
seminar topics



150+
buyer delegations

*Combined figures with concurrent fairs, Guangzhou Industrial Technology and Asiamold Select - Guangzhou

Hall plan



*Hall plan subject to change

Concurrent forums and activities

- Main Forum: "Intelligent Manufacturing + Future"
- New Product & New Technology – Special Session
- Dialogue with Hidden Champion Seminar – Industrial Communication
- Smart Industry Solutions Seminar – New Energy
- Smart Industry Solutions Seminar – Automotive Industry
- Robot + Enables All Walks of Life
- OPC UA Helps Realize Intelligent Manufacturing and Enterprise Digitalisation Seminar
- Time-Sensitive Networking Technology (TSN) Conference
- Digital Driven Independent Innovation & Practical Application Summit
- The Pearl River Delta Intelligent Manufacturing Conference
- Start-up Speech – Special Session

Concurrent event participant feedback

"I discussed how the digitalisation of manufacturing has a direct, positive impact on sustainability outcomes. The seminar programme at SPS – Smart Production Solutions Guangzhou has provided a strong platform for engaging with our target audience. The enthusiastic audience response has been very promising. I am also looking forward to the Q&A session later, where I will be able to address specific questions about my presentation in greater detail. While I am a regular attendee at SPS in Germany, this is my first time participating SPS – Smart Production Solutions Guangzhou, and I'm optimistic about the growth prospects that I see here."

Mr Wang Jiangtao, Product Director, Automation Division, Siemens (China)

"We came primarily, we came primarily to listen to a keynote speech on ChatGPT, as this is a topic that suits our needs well. The speaker's presentation was insightful, covering the history of manufacturing and the applications of AI technologies in smart production, which I'm most interested in. It has been highly beneficial and has opened up new perspectives for my future work. As an exhibitor at this exhibition, attending this forum not only allows us to gather a lot of industry information from the speakers, but also provides an opportunity to connect with potential clients who are interested in our industry."

Mr Tao Ran, Chief Operating Officer, Shanghai Jowoiot Internet Technology Co Ltd



Exhibition topics

- Drive systems and components
- Control technology
- Interface technology
- Sensor technology
- Industrial communication
- Human-machine-interface
- Mechanical infrastructure
- Software and IT in manufacturing
- Industrial robotics
- Project integration and functional groups
- Smart equipment and system integration
- Factory automation



Exhibitors in 2024



(Partial list, in no particular order)



Exhibitor feedback

“SPS is widely recognised as an influential global exhibition in the industry. As the first SPS exhibition of the year, SPS – Smart Production Solutions Guangzhou has allowed us to take the lead in presenting our newly released products. Visitor enthusiasm was as high as ever, and we were provided with ample business opportunities and chances to network with industry peers and potential customers. We express our gratitude to the organisers for providing such a multi-dimensional platform which us to penetrate the market, showcase all of our products and solutions from one place, and to effectively reach out to both our target customers and the industry at large.”

Mr Pi Hao, South China Sales Director, Datalogic (Shenzhen) Industrial Automation Co Ltd

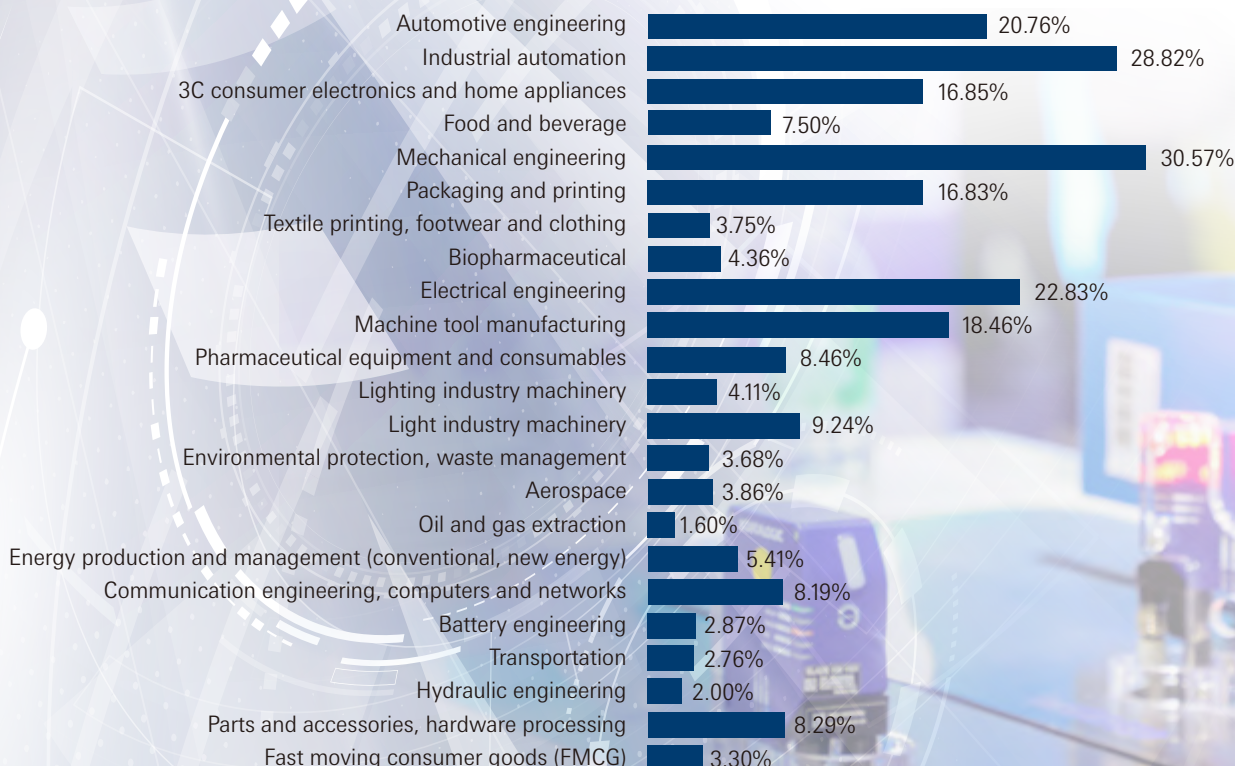
“We have been consistent exhibitors at SPS in Germany since 1996, and have now committed to attending SPS – Smart Production Solutions Guangzhou as well. We appreciate the show’s focus on smart manufacturing, as this is very consistent with our product positioning. We hope to leverage the show to enhance our visibility in China, so that customers with high-end needs, especially those in South China, can recognise us and use our products and solutions. I think the show is very professional, with a targeted customer base of engineers and professional buyers. We have already connected with over a hundred potential customers from both within South China and abroad.”

Mr Meng Qi, General Manager, SAB Special Cables (Shanghai) Co Ltd

Beckhoff is a German company specialising in new automation technologies. We brought our MX-System cabinet-free solution and our XTS system with No Cable Technology (NCT) to the fair’s new product showcase area. Future-oriented products and technologies attract a lot of attention here, and the show’s concurrent forums brought together many manufacturers with strong technological expertise, providing an excellent platform for mutual exchange and learning. We’ll keep an eye on future SPS – Smart Production Solutions Guangzhou events.

Mr Michael Zhao, Account Manager International, Beckhoff Automation (Shanghai) Co Ltd

Visitor profile



*Overall percentage exceeds 100% due to multiple selections per respondent

*SPS – Smart Production Solutions Guangzhou and concurrent shows on-site visitor registration data

Visitor feedback

"Our company primarily deals in automotive parts and accessories. I manage the company's IT operations, so my visit to the fair this year is focused mainly on digitalisation and data collection technologies. There are a lot of exhibitors here, including a wide selection of domestic brands. I have also had the opportunity to connect with some new manufacturers. Data acquisition is a very segmented industry, but on both of my visits to the fair, I've observed a considerable number of businesses in this field. This is a major advantage of SPS – Smart Production Solutions Guangzhou over similar exhibitions."

Mr Li Zhiheng, IT Manager, Valeo Comfort Driver Assistance Systems (Guangzhou) Co Ltd

"This is my first time attending SPS – Smart Production Solutions Guangzhou. I am primarily seeking suppliers of large-scale repair and maintenance equipment, and I have already found two manufacturers that I'm interested in. The number of exhibitors and the quality of their offerings here have exceeded my expectations, and the expertise on display here is some of the best in the industry. Through the exhibition, we have expanded our customer channels and achieved our pre-show procurement targets."

Mr Mo Guangquan, Equipment Supervisor, CNOOC

Visiting buyers in 2024



(Partial list, in no particular order)



SPS global series map

IMTS2024
AUTOMATION
SECTOR

ACCELERATED BY

sps

smart production solutions

sps

smart production solutions



sps

smart production solutions
ATLANTA

sps

ITALIA
smart production solutions

sps

smart production solutions
GUANGZHOU

SPS Italia

28 – 30 May 2024, Parma, Italy

2023 show figures :

812 exhibitors

38,713 professional visitors

www.spsitalia.it

SPS – Smart Production Solutions

12 – 14 November 2024, Nuremberg, Germany

2023 show figures :

128,000 sqm of exhibition space

1,229 exhibitors

50,081 professional visitors

sps-exhibition.com

SPS – Smart Production Solutions Guangzhou

25 – 27 February 2025, Guangzhou, China

2025 show figures (estimated) :

70,000 sqm of exhibition space

900 + exhibitors

70,000 + professional visitors

* Combined figures with concurrent fairs

www.spsinchina.com

SPS Atlanta

16 – 18 September 2025, Atlanta, USA

2025 show figures (estimated) :

400+ exhibitors

6,000 + professional visitors

www.spsamericas.com

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Fair information

Date

25 – 27 February 2025

Venue

China Import and Export Fair Complex, Guangzhou, China

Sponsors

Guangzhou Guangya Messe Frankfurt Co Ltd
China Foreign Trade Guangzhou Exhibition Co Ltd

Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd
China Foreign Trade Guangzhou Exhibition Co Ltd
Guangzhou Overseas Trade Fairs Ltd
Mesago Messe Frankfurt GmbH

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